

Stack's



123 West 57th Street, New York, N.Y. 10019
(212) 582-2580





Stack's
**America's
Leading
Rare Coin
Auctioneer**

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When it's time to dispose of your coin collection talk to Stack's.

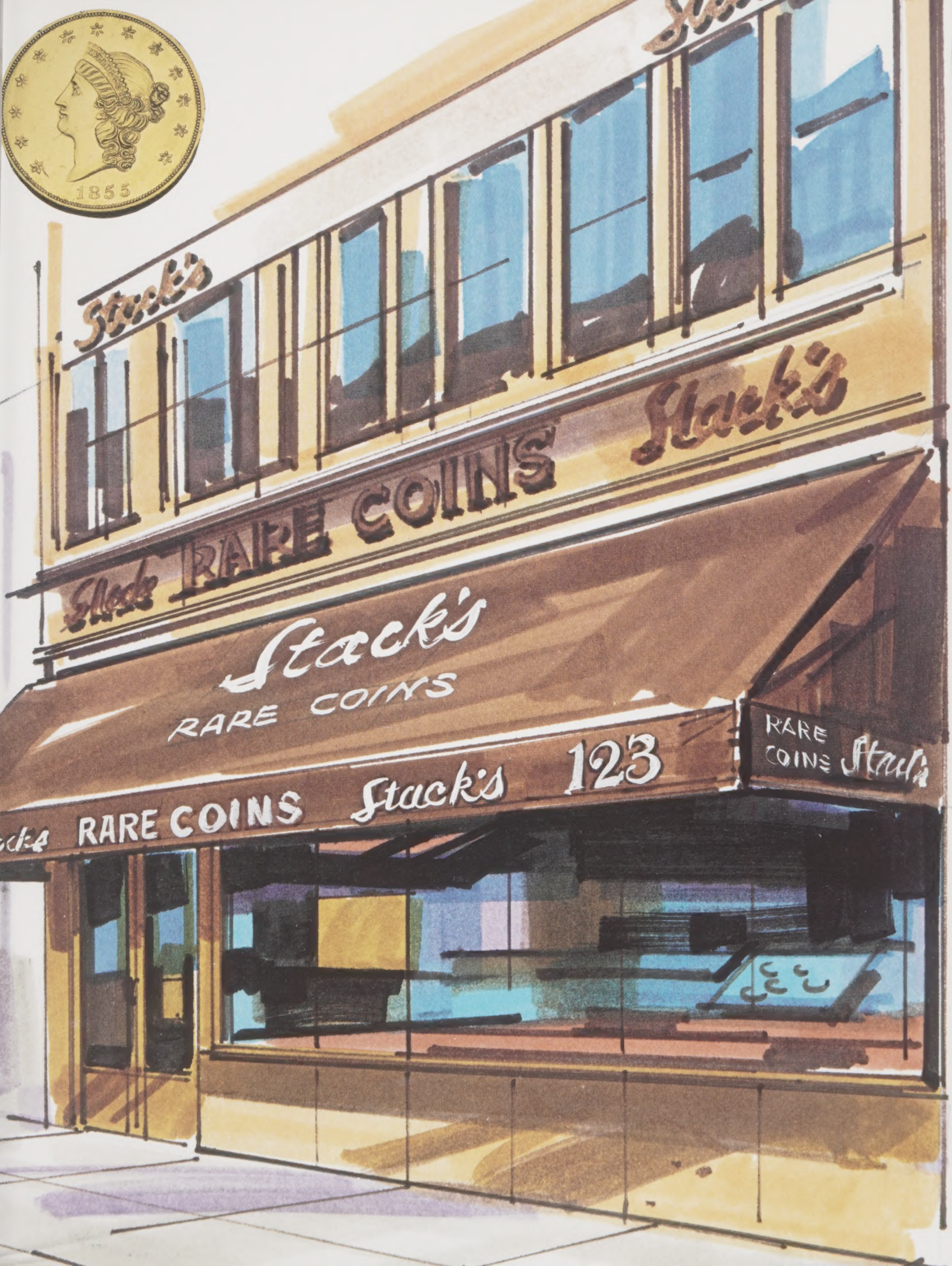
For 50 years
the most successful
coin auctioneer
in the world.

The sale of rare coins at public auction is a very special business.

Pursuing it successfully demands the background of a scholar, the creative aggressiveness of a marketing man, the management skills of an executive and a dedication to numismatics for its own sake which draws no parallel from any other business.

In this difficult and demanding field of rare coin auctioneering, Stack's has been setting the standard for success for over a half century.

Since its first public sale, held on October 18, 1935, Stack's has conducted more than 375 public coin auctions; and more than 70 mail bid sales—an average of close to ten sales a year for decade after decade. No other numismatic firm in the world even comes close to that incredible accomplishment. No other firm can provide this total experience. No one else can draw on the same reservoir of skills and working knowledge of the business. No one else has developed as many selling innovations or attained as many successes as Stack's. And, there isn't another firm in the business whose members are personally acquainted with as many individual collectors...who are as familiar with their numismatic preferences and their buying history...who can proudly point to a record of doing business together for generation after generation...and who can translate that unique knowledge into more effective auction selling for their consignors.



Stack's is uniquely well equipped to successfully sell your collection at public auction.

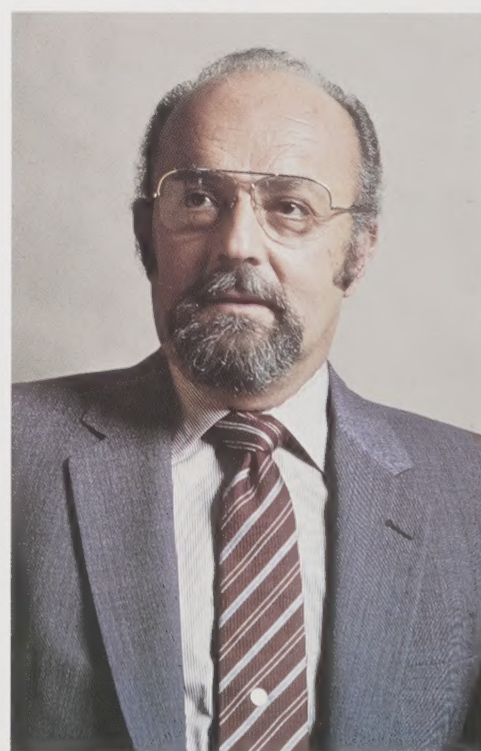
One of the best numismatic staffs in the world is ready to devote its professional skills to your collection. 17 acknowledged experts; 3 foreign, 3 ancient, 7 United States, 4 staff consultants are constantly available, representing close to 360 years of cumulative experience. And, this elite group is under the active personal supervision of the Stack family, who have served the numismatic fraternity for many decades.

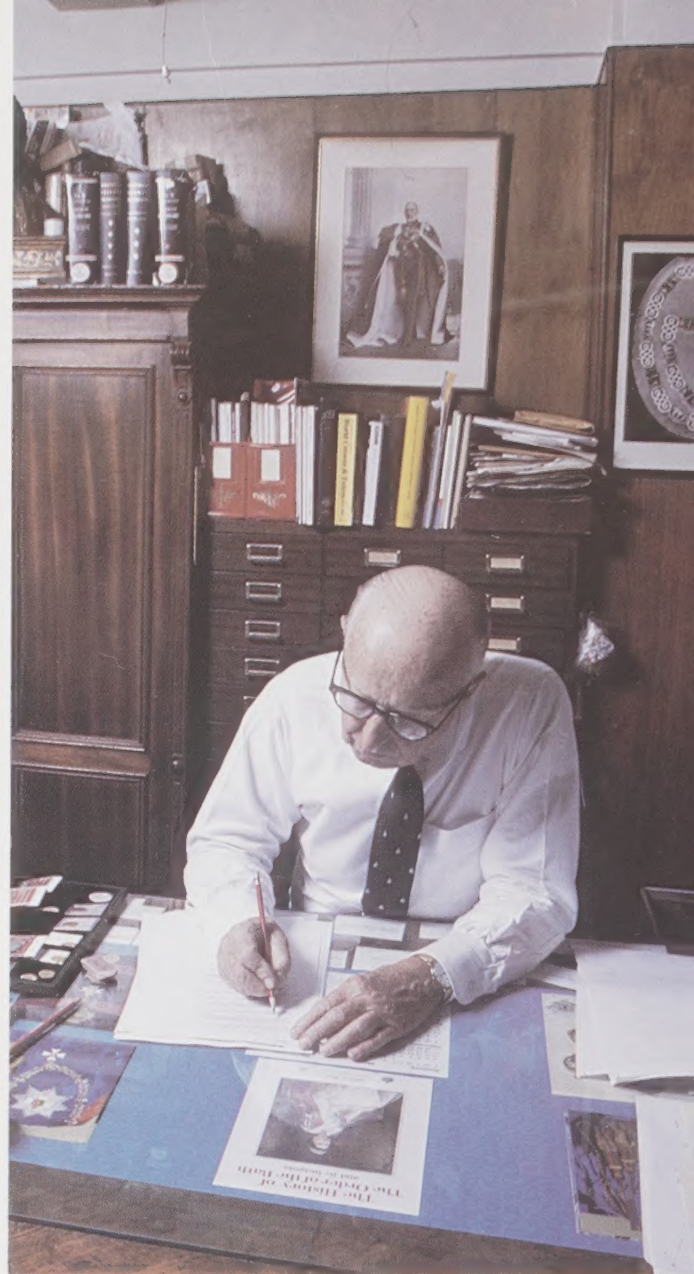
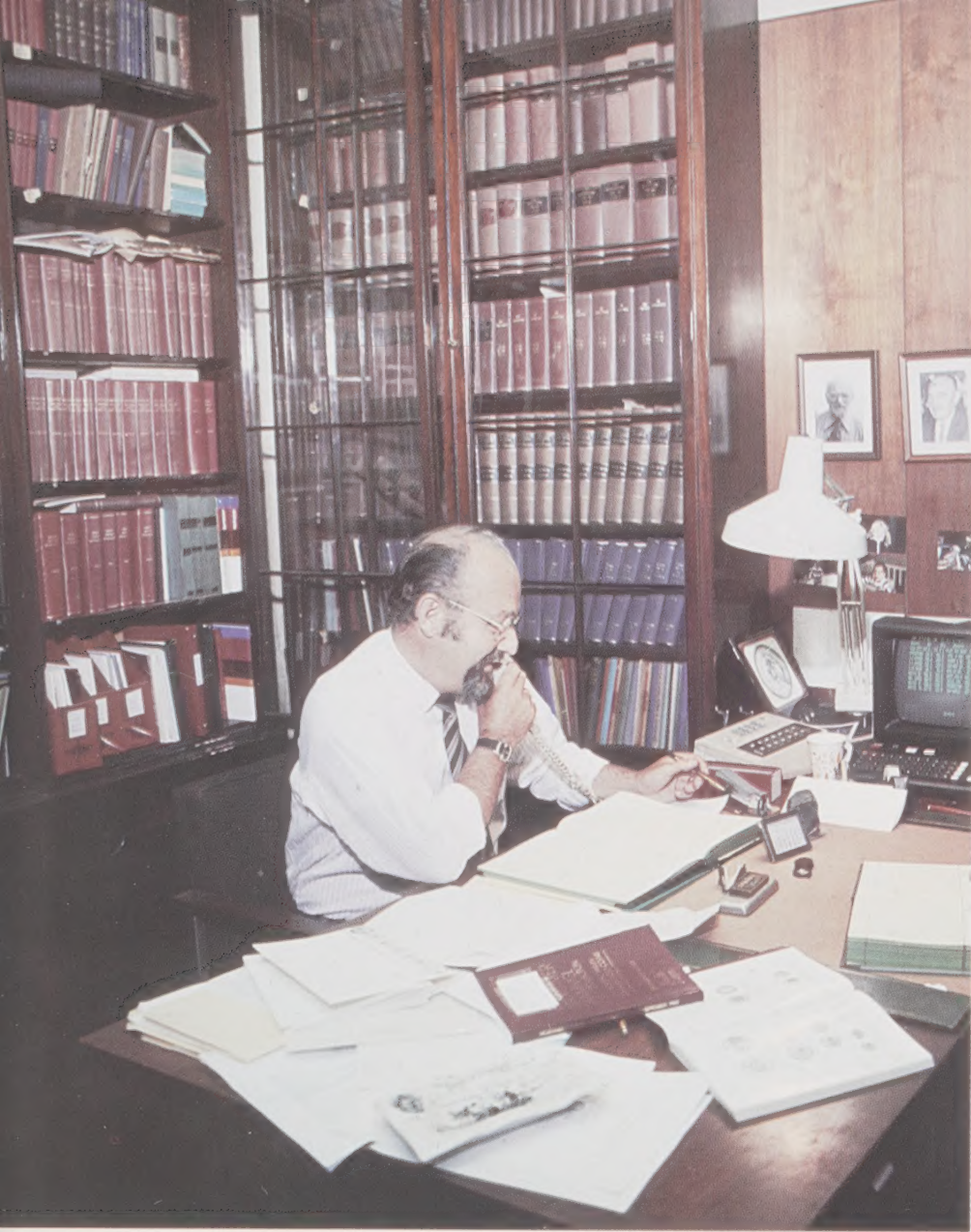
This wealth of talent has at its disposal the largest privately owned numismatic library in existence. It contains over 10,000 reference works; including rare editions, unique copies, special sections, Stack's own published works and a continually up-dated index system listing over 1,000,000 coins. This treasure trove of research material is not only one of the greatest numismatic assets known; it provides an invaluable—and practical—aid to our auction cataloguers in their important work.

Once a collection is consigned to Stack's, cataloguers who are expert in the diverse numismatic disciplines examine, research and accurately describe each piece which is to be offered for sale. They check condition, confirm provenance, authenticate

genuineness. They establish the order of sale, helping to assure continuing collector interest during the auction.

Their efforts, once completed, are executed with speed and accuracy by a secretarial staff with training and experience unmatched anywhere. They know the field of numismatics. They know the business of coin auctions. They know what must be done in connection with a sale because they do it all the time. Many of these employees have long years of service with the firm. They know Stack's and they're thoroughly familiar with many of its customers. They're responsible members of the team and they're an essential ingredient of Stack's success.







receive all of the material about the collection. Active buyer interest is assured because we know in advance what they want. For each public sale more than 7,000 catalogs are printed and distributed. More than likely, no other firm in the world mails as many catalogs on a continuing basis.

As a necessary and valued supplement to the mailing list, Stack's also advertises extensively for each sale it conducts. The pages of all of the major numismatic media are used, frequently reinforced by additional advertising in the pages of the New York Times and the Wall Street Journal. In addition, pre-sale publicity is disseminated to all interested publications, as well as follow-up information about prices obtained at the sale. Almost unfailingly, the numismatic press of the nation carries these stories.

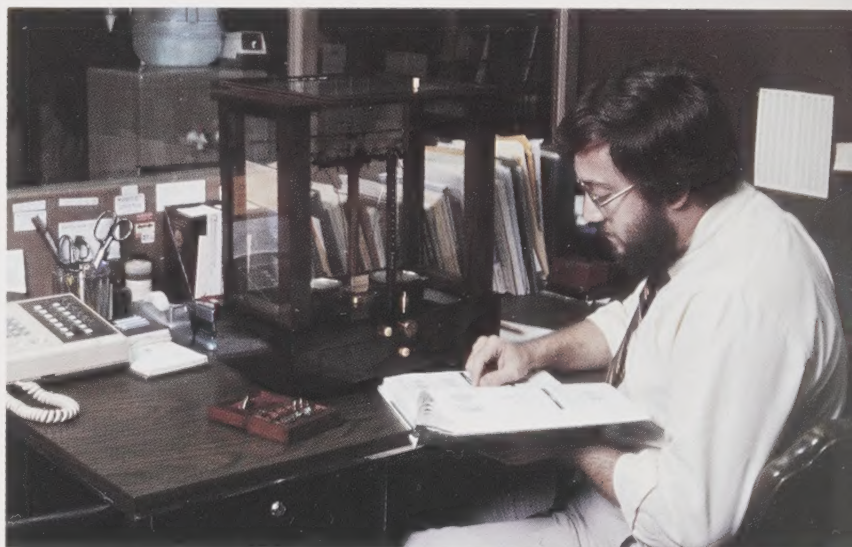
Stack's provides a total auction service.

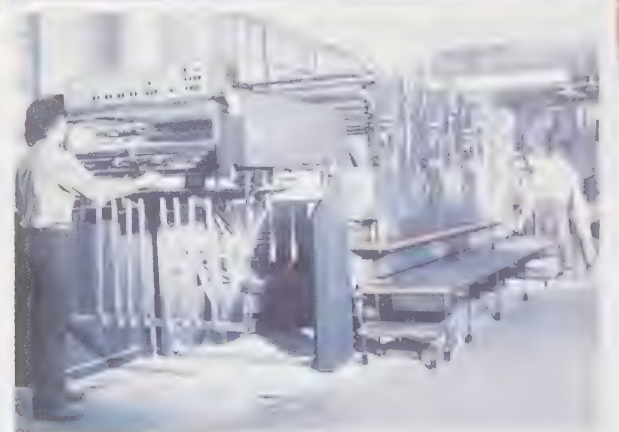
No effort has been spared, no service overlooked to assure the safe, smooth, successful handling of every collection consigned for public sale.

Every coin is insured in full from the time of contract to its eventual sale; at no additional charge to the consignor. And, the insurance values are based on retail or market value of each piece; not its acquisition cost.

While any collection is in the possession of Stack's it is held on their premises in electronically controlled vaults, monitored by closed circuit television surveillance and protected by armed security guards. As a matter of additional security, Stack's has even made special arrangements to have all photography done on its protected premises rather than allow any increased risk by permitting rarities to be photographed outside while entrusted to their care.

Stack's mailing list, maintained in their own facilities, contains more than 51,600 names. This huge reserve of potential auction buyers is classified by individual field of interest, by degree of numismatic activity, by geographical location, customer longevity, special order requests, etc. When an auction sale is scheduled, the appropriate section of that list is selected to





The photography, the preparation, the printing of each sale catalog, along with all pre-sale promotion and post-sale "prices realized" mailings are handled by professionals with long years of experience in numismatics. And, their activities are closely supervised by members of the Stack family at every step of the way.

With the mass of detail attendant on a successful public auction, it is no wonder that Stack's has developed and installed its own sophisticated in-house computer operation. Designed to meet Stack's unique and special needs, it provides quick, accurate information to both buyers and sellers, permits instant access to internal records and greatly facilitates the conduct of each sale. It is a fast, dependable method of expediting the flow of paperwork.

And everything; library, vaults, research facilities and personnel, showrooms, offices, are located in Stack's multi-storied headquarters located on 57th Street in New York City, the coin capital of the world.





Stack's has sold more of the important "name" collections at public auction than any other auctioneer in the world.

More than 125 major "titled" collections have been sold by Stack's, including a number of the most renowned collections in the world. In addition, Stack's has conducted successful public auctions for many universities, museums, libraries; including the Museum of Fine Arts in Boston, The Charlotte Mint Museum, Johns Hopkins University, Cornell University, Princeton University, Massachusetts Historical Society and many more throughout the nation.

Through the years Stack's has been privileged to sell many of the important coin collections of the world. Following is a representative list of those collections.



Amon G. Carter, Jr.
 Floyd T. Starr
 Eugene J. Detmer
 John L. Roper, 2nd
 Mortimer Hammel
 Martin F. Kortjohn
 Harold S. Bareford
 E. Yale Clarke
 Howard D. Egolf
 Samuel W. Wolfson
 George O. Walton
 Philip H. Ward
 Grant Pierce
 Dr. Conway A. Bolt
 Bernard L. Copeland
 Charles Jay
 R.L. Miles, Jr.
 Gaston Dibello
 John Quincy Adams
 Nate S. Shapero
 Winner F. Delp
 Alfred R. Globus
 George F. Scanlon
 Theodore Ullmer
 Henry Gibson
 James A. Stack
 John Work Garrett
 Reed Hawn
 The Lighthouse
 Dr. John H. Sawhill
 Ellis Robison, Part I
 Frederick S. Knobloch
 Raymond J. Wayman
 Ellis Robison, Part II
 Rev. H.L. Miller
 John J. Howland
 Reinhold Faelten
 David Proskey
 A.C. Gies
 James W. Flanagan
 J.F. Bell
 George H. Hall
 E.M. Wharton
 Charles H. Deetz
 H.R. Lee
 John L. Balderston, III
 George Ragee
 Louis G. Kaufman
 Clifford T. Weihman
 Lawrence O. Ross
 F.S. Guggenheimer
 Davis-Graves
 Anderson-Dupont
 Farish Baldenhofer
 Lenox R. Lohr
 J.W. Schmandt
 Empire Collection
 Robert Pelletreau
 Charles W. Neumoyer
 Milton A. Holmes

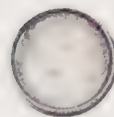
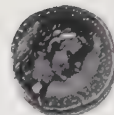


What are your costs?

Public coin auctions are traditionally conducted on the basis of a commission paid to the auction firm, which is a negotiated percentage of the selling price of the collection. That commission depends to some extent on the size of the collection or the rarities it contains. Once determined however, there are *no other costs*. In order to keep these costs down, we also charge the buyer a commission, as is the custom in the auction field. Stack's levies no other charges of any kind for cataloguing, insurance, promotion, printing, mailing or any other services. The consignor knows in advance exactly what his costs will be.

Stack's simplified fee structure has been designed to guarantee every consignor the best available "bottom line" result from the sale. We feel that's the most important reason for selling a coin collection at public auction in the first place.

And the system obviously works. For all of its history Stack's has shown again and again its ability to achieve record prices at its sales; to the ultimate maximum gain of its consignors.





Stack's provides the assurance of a successful auction sale.

The world's pre-eminent coin auctioneer offers your best guarantee of success in a complicated, difficult field. No one else can call on comparable talent—the same breadth of experience—on such unsurpassed facilities. No one else seems able to accomplish its responsibilities with the same astuteness or dispatch. And, no one else can offer an equivalent reputation or financial stability.

For generations Stack's has devoted its total effort to numismatics and coin auctioneering. It has established a unique and enviable reputation, a brilliant record for success, a flawless name for integrity and an unparalleled position at the pinnacle of the field. It is as committed today, as it has been since the firm was founded to the precepts of highly personal, professional service for the benefit of its customers. And today still, the senior partners of the firm, who are all Stack family members, are actively and intimately involved with every detail of its operations.

It is the only organization that makes any sense when you're thinking of the public sale of your coin collection.

Regardless of where in the world you may be located, talk to Stack's before you consign your collection.



There *is* a
state of the
art in
coin auctions
and after
50 years of
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Stack's has
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MEMBERS:

International Association of Professional Numismatists
Professional Numismatists Guild
American Numismatic Association
American Numismatic Society
American Society of Appraisers

BANK REFERENCE:

Morgan Guaranty Trust Company
616 Madison Avenue, New York City





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